SUPPLEMENT TO MONTHLY SURVEY OF

LIFE INSURANCE SALES IN THE UNITED STATES

Notes On the January Survey

LIMRA is pleased to announce that seven companies have joined the ranks of the contributors in this survey. They are Alexander Hamilton Life of America, Continental (Illinois), Knights of Columbus, Midwestern National Life of Ohio, Monumental Life, United States Life of New York, and Utica National Life. A complete list of survey contributors appears on page 3 of this supplement.

Please note the following changes to the product pie chart:

- To reflect the dynamic product environment, the chart shows the current month, rather than year-to-date, product allocations. A companion table will present year-to-date results.
- The 1987 pie chart is based on a larger, more representative group of companies—73 companies representing 70 percent of survey contributors' premiums. All companies included in the market share pie chart are listed on page 4.

To facilitate 1987/1986 comparisons, we have recomputed the 1986 results to show:

- 1986 product allocations by month for the revised group of 73 companies
- 1986 production for all 1987 contributors, including the new contributors

Ordinary Sales

1986 Product Allocations
(based on 1987 Product Market Share Contributors)

	Universal life	Variable life	Variable universal life	Current-assumption whole life	Term	Other permanent
January	38%	2%	3%	12%	9%	36%
February	37	3	4	10	10	36
March	37	3	4	10	10	36
April	34	3	4	12	10	37
May	33	4	5	9	10	39
June	34	4	6	9	10	37
July	32	4	6	7	10	41
August	32	4	6	11	10	37
September	30	5	7	8	10	40
October	29	5	8	8	10	40
November	29	5	10	8	8	40
December	27	5	10	9	8	41
Year total (73 companies)	32%	4%	6%	9%	10%	39%
Industry estimate	35%	3%	3%	14%	12%	33%

126 Companies

	Annualized premium (000)	Face amount (000)	Number of policies
	1986	1986	1986
January	$ 441,904	$ 41,294,428	$ 671,522
February	428,946	42,255,917	740,657
March	468,793	45,637,257	811,399
April	500,703	48,625,930	823,645
May	485,235	46,886,647	818,397
June	475,540	46,058,677	811,935
July	477,210	46,634,619	776,600
August	449,928	43,859,627	751,271
September	458,904	45,313,598	791,425
October	529,455	51,145,558	844,116
November	487,086	44,901,522	739,505
December	726,498	60,361,456	852,267
Year total	$5,930,202	$562,975,236	$9,432,739

114 Ordinary Companies and Departments

	Annualized premium (000)	Face amount (000)	Number of policies
	1986	1986	1986
January	$ 366,219	$ 35,924,038	$ 418,274
February	341,811	35,673,470	437,836
March	373,609	38,666,539	476,781
April	401,776	41,305,168	502,895
May	387,252	39,634,226	477,208
June	378,974	38,968,049	470,819
July	386,252	39,840,802	465,575
August	358,801	37,036,854	435,004
September	361,919	38,143,923	447,774
October	432,231	43,845,793	518,527
November	392,763	37,859,790	439,121
December	623,626	52,877,966	566,252
Year total	$4,805,233	$479,776,618	$5,656,066

22 Home Service Companies and Departments

	Annualized premium (000)	Face amount (000)	Number of policies
	1986	1986	1986
January	$ 75,685	$ 5,370,390	$ 253,248
February	87,135	6,582,447	302,821
March	95,184	6,970,718	334,618
April	98,927	7,320,762	320,750
May	97,983	7,252,421	341,189
June	96,566	7,090,628	341,116
July	90,958	6,793,817	311,025
August	91,127	6,822,773	316,267
September	96,985	7,169,675	343,651
October	97,224	7,299,765	325,589
November	94,323	7,041,732	300,384
December	102,872	7,483,490	286,015
Year total	$1,124,969	$83,198,618	$3,776,673

Group Sales

	Annualized premium (000) 40 Companies	Face amount (000) 51 Companies
	1986	1986
January	$ 59,245	$ 17,443,037
February	34,222	15,689,007
March	46,973	17,824,284
April	45,140	14,342,872
May	35,434	14,187,158
June	46,255	16,350,667
July	68,044	21,403,801
August	31,522	14,921,067
September	43,838	15,189,939
October	50,223	16,108,665
November	29,897	14,240,170
December*	115,224	41,500,682
Year total	$606,017	$219,201,349

*In addition to the amounts shown $52 billion of SGLI was issued in December 1986.

Life Insurance Sales In The United States

1987 CONTRIBUTORS

Ordinary Companies or Departments

GROUP I

Ætna Life & Casualty*
Aid Association for Lutherans
Allstate Life (Illinois)
(includes Allstate Life of New York)
American General Life Companies
Connecticut General Life*
Connecticut Mutual Life
(includes C.M. Life)
Equitable Life of the United States
(includes Equicor,* Equitable of Colorado, Equitable Variable Life, Integrity Life, and National Integrity Life)
Farmers New World Life
Franklin Life
John Hancock Mutual Life*
(includes John Hancock Variable Life)
Massachusetts Mutual Life*
(includes MML Life and MML Bay State Life)
Metropolitan Life*
(includes Metropolitan Insurance and Annuity and Metropolitan Tower Life)
Mutual Benefit Life*
(includes MBL Life)
MONY
(includes MONY Legacy Life and MONY Life of America)
New England Life*
(includes New England Variable Life)
New York Life*
(includes New York Life and Annuity)
Northwestern Mutual Life
Penn Mutual
(includes Penn Insurance and Annuity and Penn Republic Life)
Phoenix Mutual Life
(includes Phoenix American Life)
Principal Mutual Life*
Prudential of America*
(includes Pruco Life and Pruco Life of New Jersey)
Security-Connecticut Life
(includes Lincoln Security Life of Connecticut and Lincoln Security Life)
State Farm Life
Transamerica Occidental Life*
(includes Transamerica Assurance and Transamerica Life and Annuity)
Travelers*

GROUP II

Continental (Illinois)
(includes Valley Forge Life)
Crown Life
(includes Crown America Life)
General American Life*
(includes General American Insurance)
Guardian Life of America
(includes Guardian Insurance & Annuity)
Home Life (New York)*
(includes Home Life Financial)
IDS Life (Minnesota)*
Integon Life
Jefferson Pilot Life
Life of Virginia*
(includes American Agency Life and Virginia Life of New York)
Lincoln National Life*
Manufacturers Life
(includes Manufacturers Life of America)
Minnesota Mutual Life*
National Life (Vermont)
Nationwide Life
Northwestern National Life*
(includes Northern Life [Washington] and North Atlantic Life*)
Provident Mutual Life of Philadelphia*
Southern Farm Bureau Life
State Mutual Life of America*
(includes SMA Life)
United of Omaha Life*
USAA Life

GROUP III

Acacia Group
Alexander Hamilton Life of America
American National Insurance*
Bankers Life and Casualty (Illinois)*
Business Men's Assurance*
Central Life (Iowa)
Century Companies of America
Columbus Mutual Life
Connecticut National Life
Country Life
(includes Country Investors Life)
E. F. Hutton Life
Equitable Life of Iowa
Great-West Life*
(includes Great-West Life & Annuity)
The Hartford*
Kansas City Life
Knights of Columbus
Ohio National Life Companies
Pacific Mutual Life*
Sun Life of Canada (Canada)*
(includes Sun Life of Canada [U.S.])
United States Life of New York
Western Life (Minnesota)

GROUP IV

American Mutual Life
American United Life*
Bankers Life Nebraska Companies*
Berkshire Life
Confederation Life*
First Penn-Pacific Life
Guarantee Mutual Life (Nebraska)
Integrated Resources Life
Investors Guaranty Life
Jefferson National Life
Lafayette Life*
Liberty Life (South Carolina)*
Monarch Life (Massachusetts)*
(includes Springfield Life*)
Pan-American Life*
(includes Pan American Assurance)
Security Mutual Life of New York
Sentry Life (Wisconsin)
(includes Sentry Investors Life and Sentry Life of New York)
Southland Life
Standard (Oregon)*
Union Central Life
Western Farm Bureau Life

GROUP V

Canada Life Companies*
Continental American Life
Federated Guaranty Life
Government Personnel Mutual Life
Kansas Farm Life
Lamar Life
Midland Mutual Life
Mutual Trust Life
National Guardian Life
Shelter Life*
State Farm Life and Accident
Western States Life

GROUP VI

Argus Life
Assumption Mutual Life
Baltimore Life
(includes Life of Maryland)
Boston Mutual Life*
Commonwealth Life*
Cotton States Life and Health
Durham Life
Farmers and Traders Life
Harleysville Life
Life of Cincinnati
Midwestern National Life of Ohio
Mutual Service Life*
Old Faithful Life
Pioneer Mutual Life
Southern Life
Utica National Life

Home Service Companies or Departments

GROUP VII

John Hancock Mutual Life
(includes John Hancock Variable Life)
Prudential of America
(includes Pruco Life and Pruco Life of New Jersey)

GROUP VIII

American General Life and Accident
American National Insurance
Liberty National Life
Western-Southern Life
(includes Western-Southern Life Assurance)

GROUP IX

Baltimore Life
(includes Life of Maryland)
Boston Mutual Life
Commonwealth Life
Commonwealth Life and Accident
Durham Life
Gulf Life
Home Beneficial Life
Liberty Life (South Carolina)
Life of Georgia*
Monumental Life
Reliable Life (Missouri)
Southern Life
Southern Life and Health
Southland Life
United Family Life
United of America

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on amount of ordinary life insurance in force in the country on January 1, 1983. The in force categories and, in parentheses, the number of contributing companies or departments in each:

Ordinary companies or departments

Group 1 – $14 billion or more (25)
Group 2 – $7 billion to $14 billion (20)
Group 3 – $4 billion to $7 billion (21)
Group 4 – $2 billion to $4 billion (20)
Group 5 – $1 billion to $2 billion (12)
Group 6 – Less than $1 billion (16)

Home Service companies or departments

Group 7 – $25 billion or more (2)
Group 8 – $8 billion to $25 billion (4)
Group 9 – Less than $8 billion (16)

*Company contributes both ordinary and group data.
Companies contributing group data only: Appalachian National Life, Employers Life of Wausau, Maccabees Mutual Life, Provident Life and Accident, Security Mutual Life (Nebraska), Shenandoah Life, Washington National Insurance

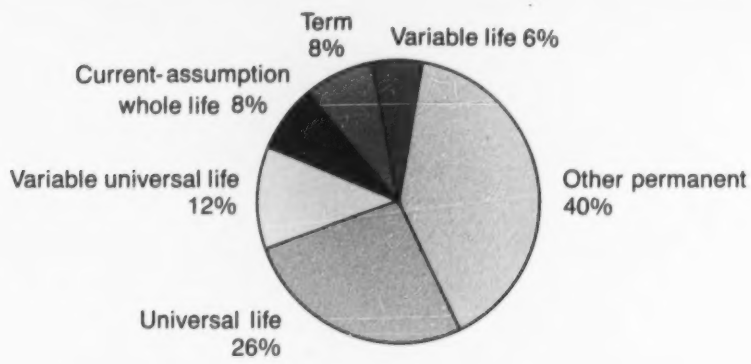
73 Companies Included in Product Market Share Chart

Ætna Life & Casualty
Aid Association for Lutherans
Alexander Hamilton Life of America
American General Life Companies
American United Life
Bankers Life and Casualty (Illinois)
Bankers Life Nebraska Companies
Central Life (Iowa)
Columbus Mutual Life
Confederation Life
Connecticut Mutual Life
(includes C.M. Life)
Continental (Illinois)
(includes Valley Forge Life)
Continental American Life
Cotton States Life and Health
Crown Life
(includes Crown America Life)
Durham Life
E.F. Hutton Life
Equitable Life of Iowa
Equitable Life of the United States
(includes Equitable of Colorado, Equitable Variable Life, Integrity Life, and National Integrity Life)
Farmers New World Life
Federated Guaranty Life
First Penn-Pacific Life
Franklin Life
Government Personnel Mutual Life
Great-West Life
(includes Great-West Life & Annuity)
Guarantee Mutual Life (Nebraska)
Gulf Life
The Hartford
Home Life (New York)
(includes Home Life Financial)
IDS Life (Minnesota)
Integon Life
Investors Guaranty Life
Jefferson National Life
Knights of Columbus
Lafayette Life
Lamar Life
Liberty Life (South Carolina)
Life of Cincinnati
Life of Virginia
(includes American Agency Life and Virginia Life of New York)
Massachusetts Mutual Life
(includes MML Life and MML Bay State Life)
Metropolitan Life
(includes Metropolitan Insurance and Annuity and Metropolitan Tower Life)
Midland Mutual Life
Midwestern National Life of Ohio
Monarch Life (Massachusetts)
(includes Springfield Life)
Monumental Life
Mutual Service Life
National Life (Vermont)
New England Life
(includes New England Variable Life)
New York Life
(includes New York Life and Annuity)
Northwestern Mutual Life
Northwestern National Life
Ohio National Life Companies
Pacific Mutual Life
Penn Mutual
(includes Penn Insurance and Annuity)
Prudential of America
(includes Pruco Life and Pruco Life of New Jersey)
Reliable Life (Missouri)
Sentry Life (Wisconsin)
(includes Sentry Investors Life and Sentry Life of New York)
Southern Life
Southern Life and Health
Standard (Oregon)
State Farm Life
State Farm Life and Accident
State Mutual Life of America
(includes SMA Life)
Sun Life of Canada (Canada)
(includes Sun Life of Canada [U.S.])
Travelers
Union Central Life
United of America
United of Omaha Life
United States Life of New York
Utica National
Western Farm Bureau Life
Western-Southern Life
(includes Western-Southern Life Assurance)
Western States Life

Individual Products

Annualized Premium Market Share by Product

73 Companies Representing 70 Percent of January Sales



Policy Characteristics by Product

		Premium per $1,000	Average size policy	Premium per policy
Term (73 cos.)	Month	$ 2.81	$134,362	$ 378
	Year to date	$ 2.81	$134,362	$ 378
	Year-to-date ratio	87%	116%	101%
Universal life (102 cos.)	Month	$11.14	$ 83,545	$ 930
	Year to date	$11.14	$ 83,545	$ 930
	Year-to-date ratio	99%	94%	93%
Variable life (16 cos.)	Month	$27.31	$ 72,552	$1,981
	Year to date	$27.31	$ 72,552	$1,981
	Year-to-date ratio	145%	132%	192%
Variable universal life (14 cos.)	Month	$15.84	$131,010	$2,076
	Year to date	$15.84	$131,010	$2,076
	Year-to-date ratio	127%	188%	240%
Current-assumption whole life (35 cos.)	Month	$21.92	$ 56,525	$1,239
	Year to date	$21.92	$ 56,525	$1,239
	Year-to-date ratio	93%	110%	102%
Total sales (126 cos.)	Month	$11.25	$ 66,138	$ 744
	Year to date	$11.25	$ 66,138	$ 744
	Year-to-date ratio	105%	108%	113%

Sales Comparisons with Last Year

Ratio 1987/1986

		Annualized premium	Face amount	Number of policies
Term (73 cos.)	Month	88%	101%	87%
	Year to date	88%	101%	87%
Universal life (102 cos.)	Month	74%	74%	79%
	Year to date	74%	74%	79%
Variable life (16 cos.)	Month	228%	157%	119%
	Year to date	228%	157%	119%
Variable universal life (14 cos.)	Month	412%	323%	172%
	Year to date	412%	323%	172%
Current-assumption whole life (35 cos.)	Month	72%	77%	70%
	Year to date	72%	77%	70%

Universal Life Contributors' Growth Rates

Interest Rates This Month

Median	9.0%
Range	5.0%-11.0%
Range of middle 50%	8.5%-9.3%
Number of cos. reporting rates	94
Number of plans reported	237
Number of new plans	38
Number of plans dropped	7
Number of plans showing . . .	
No change	111
Increases	0
Range of increases	–
Average increase	–
Decreases	88
Range of decreases	0.0%*-1.4%
Average decrease	0.4%

* Less than .05 percent

Change in Annualized Premium
Year to Date

Percent change 1986-1987	Number of . . . Ordinary cos./depts.	Home Service cos./depts.
21% or over	23	3
11%-20%	8	2
1%-10%	15	1
-9%-0	9	5
-19%--10%	16	4
-20% or under	43	7

January Sales

		Annualized premium (000) 1986	Annualized premium (000) 1987	Face amount (000) 1986	Face amount (000) 1987	Number of policies 1986	Number of policies 1987
Total ordinary	Month	$441,904	$458,740	$41,294,428	$40,781,988	671,522	616,617
	Year to date	$441,904	$458,740	$41,294,428	$40,781,988	671,522	616,617
Ordinary cos. and depts.	Month	$366,219	$390,488	$35,924,038	$35,919,903	418,274	384,184
	Year to date	$366,219	$390,488	$35,924,038	$35,919,903	418,274	384,184
Home Service cos. and depts.	Month	$ 75,685	$ 68,252	$ 5,370,390	$ 4,862,085	253,248	232,433
	Year to date	$ 75,685	$ 68,252	$ 5,370,390	$ 4,862,085	253,248	232,433
Group	Month	$ 59,245	$ 42,892	$17,443,037	$16,870,314	–	–
	Year to date	$ 59,245	$ 42,892	$17,443,037	$16,870,314	–	–

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 126 companies—and their 60 subsidiary companies—operating in the United States. These contributors represent 59 percent of the 1985 United States ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of total premiums represented by these contributors cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 51 companies plus five subsidiaries operating in the United States. These contributors represent 63 percent of the 1985 United States volume of new or amended group contracts.

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